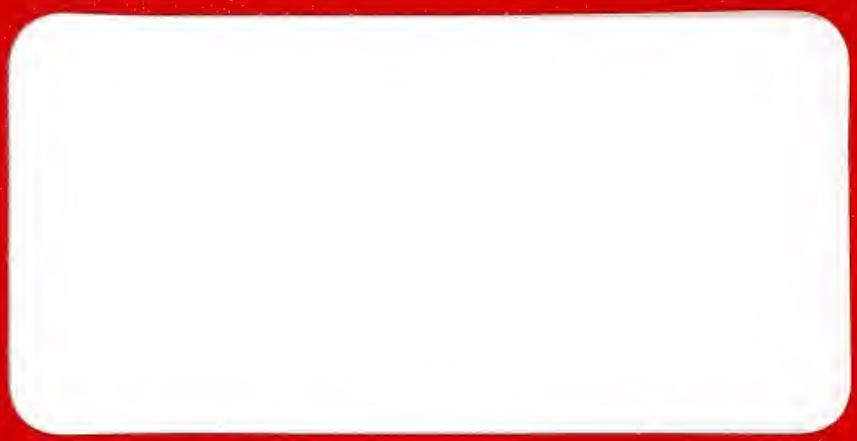


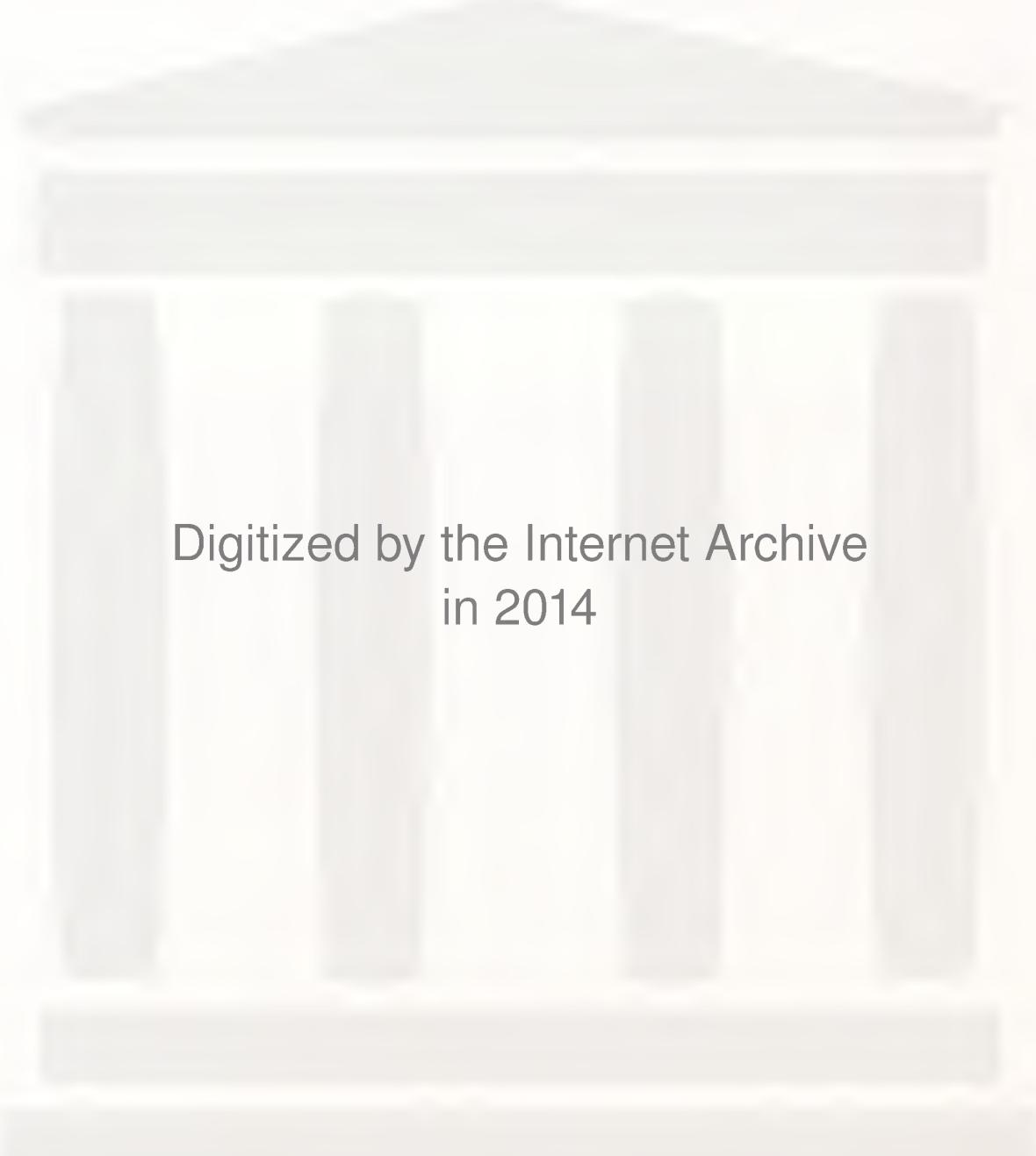
Status Briefing for Boeing Computer Services

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Status Briefing for Boeing Computer Services



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**STATUS BRIEFING
FOR
BOEING COMPUTER SERVICES**

BY

C. Michael Dishman

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**1943 Landings Drive
Mountain View, CA 94043**

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1986
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AUTHOR

C. MICHAEL DISHMAN

TITLE STATUS BRIEFING FOR
BOEING COMPUTER SERVICES

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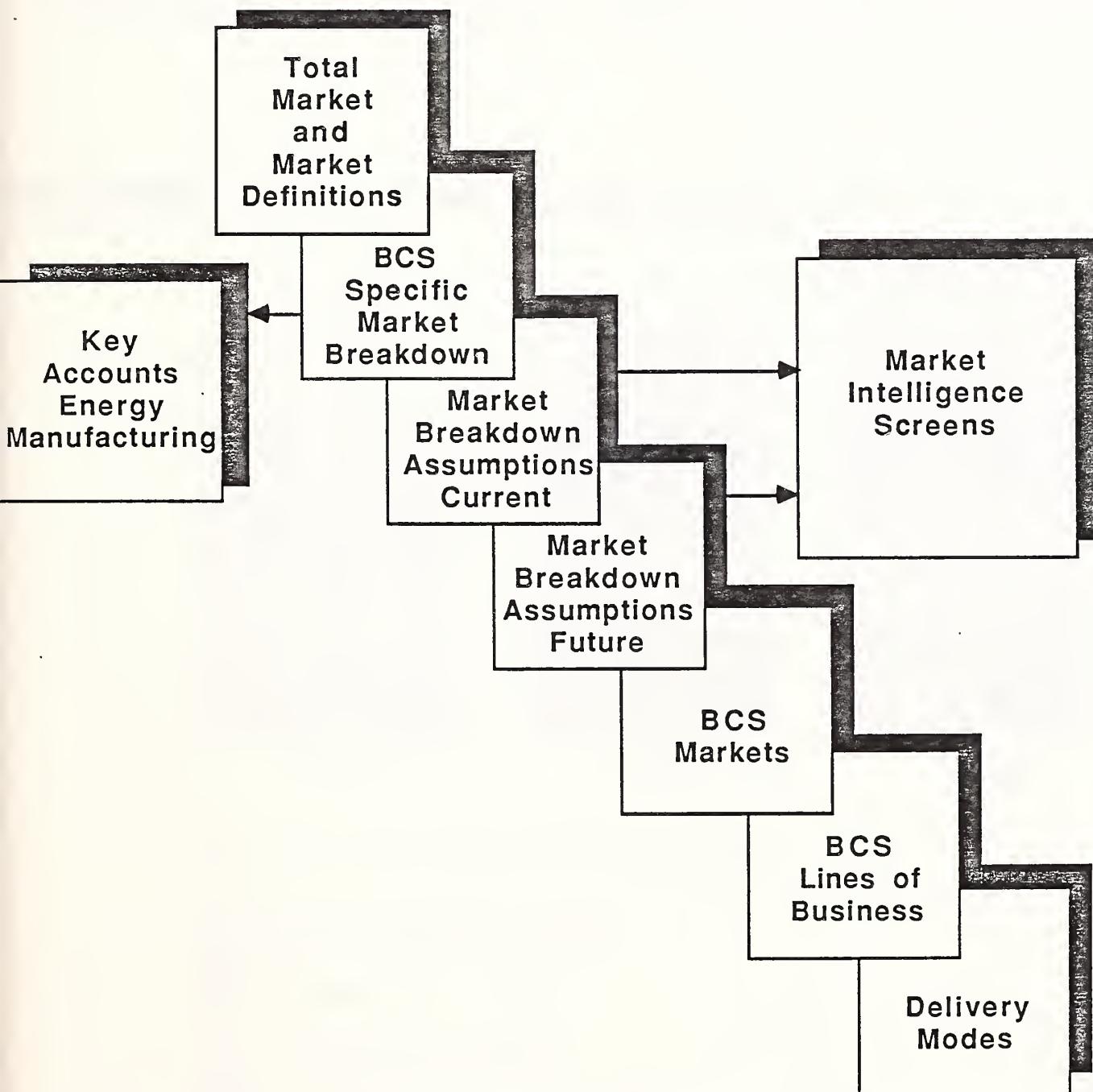
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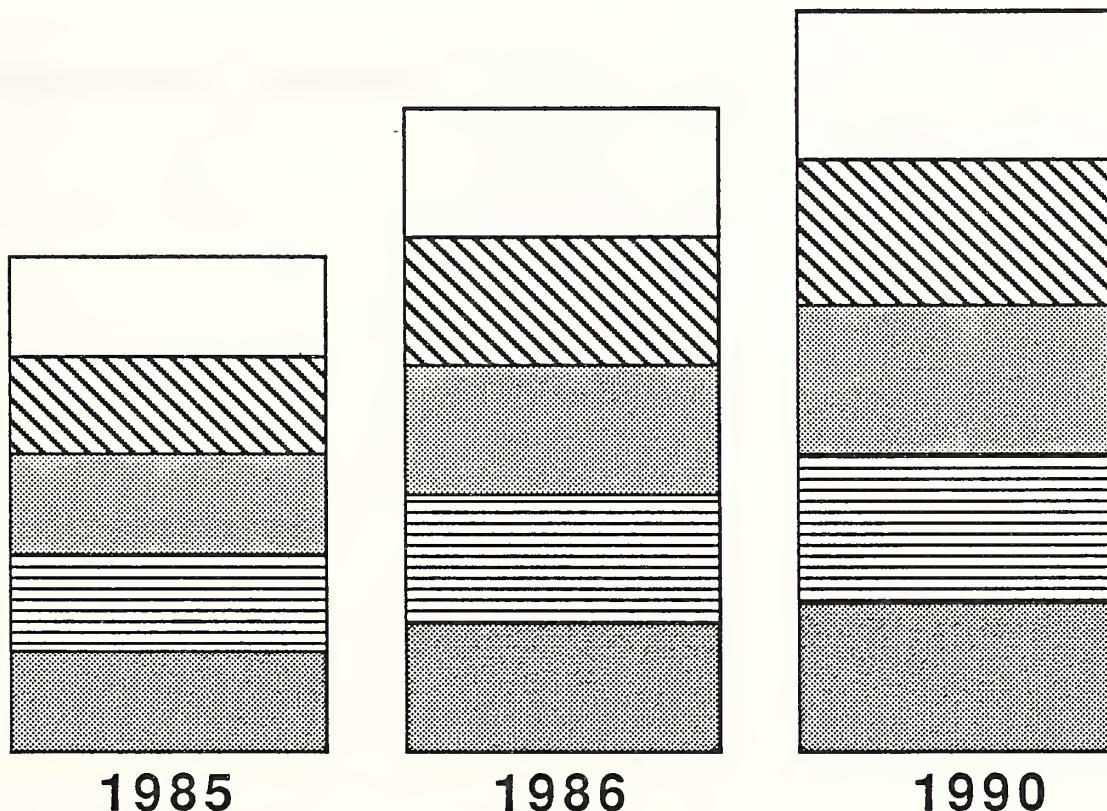
AGENDA

- Review the Structure for the BCS Specific Market Sizing
- Solicit Feedback to Ensure the Model Reflects the Need
- Review Project Schedule

PRESENTATION OF MARKET DATA

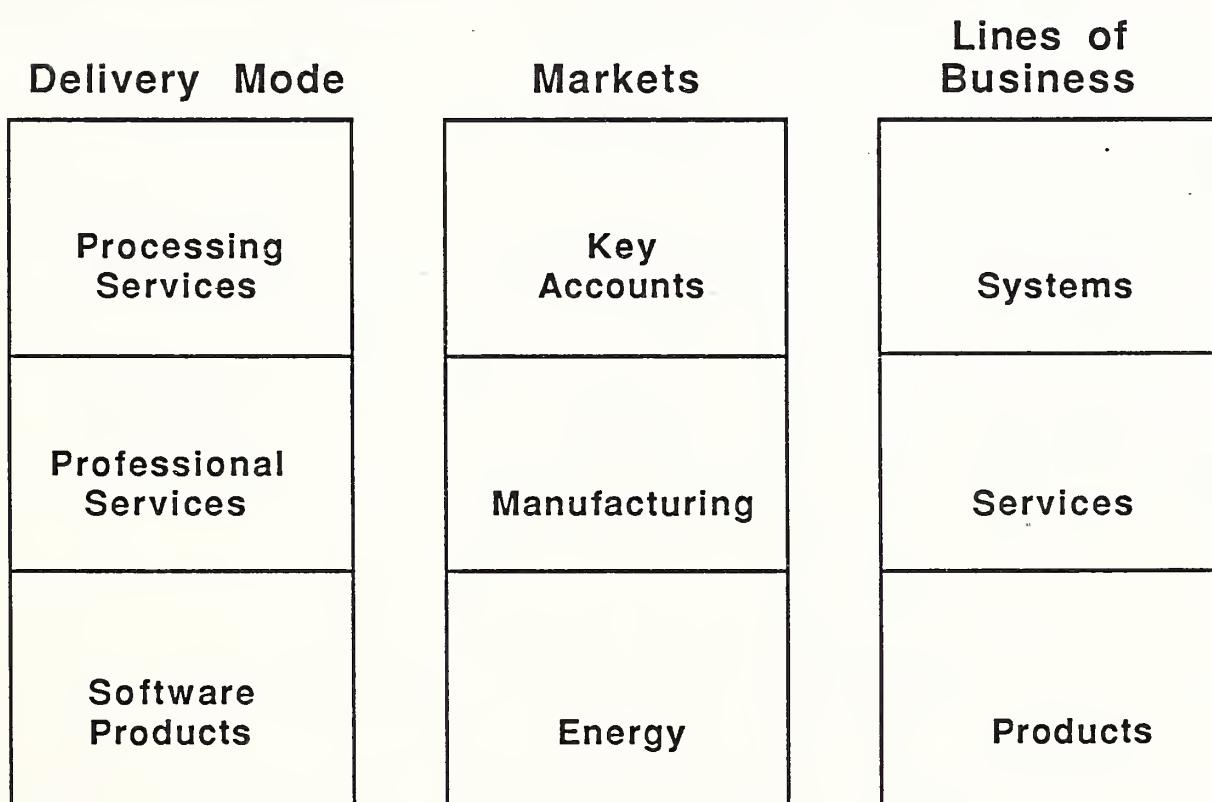


FIVE-YEAR FORECAST BREAKDOWN STRUCTURE

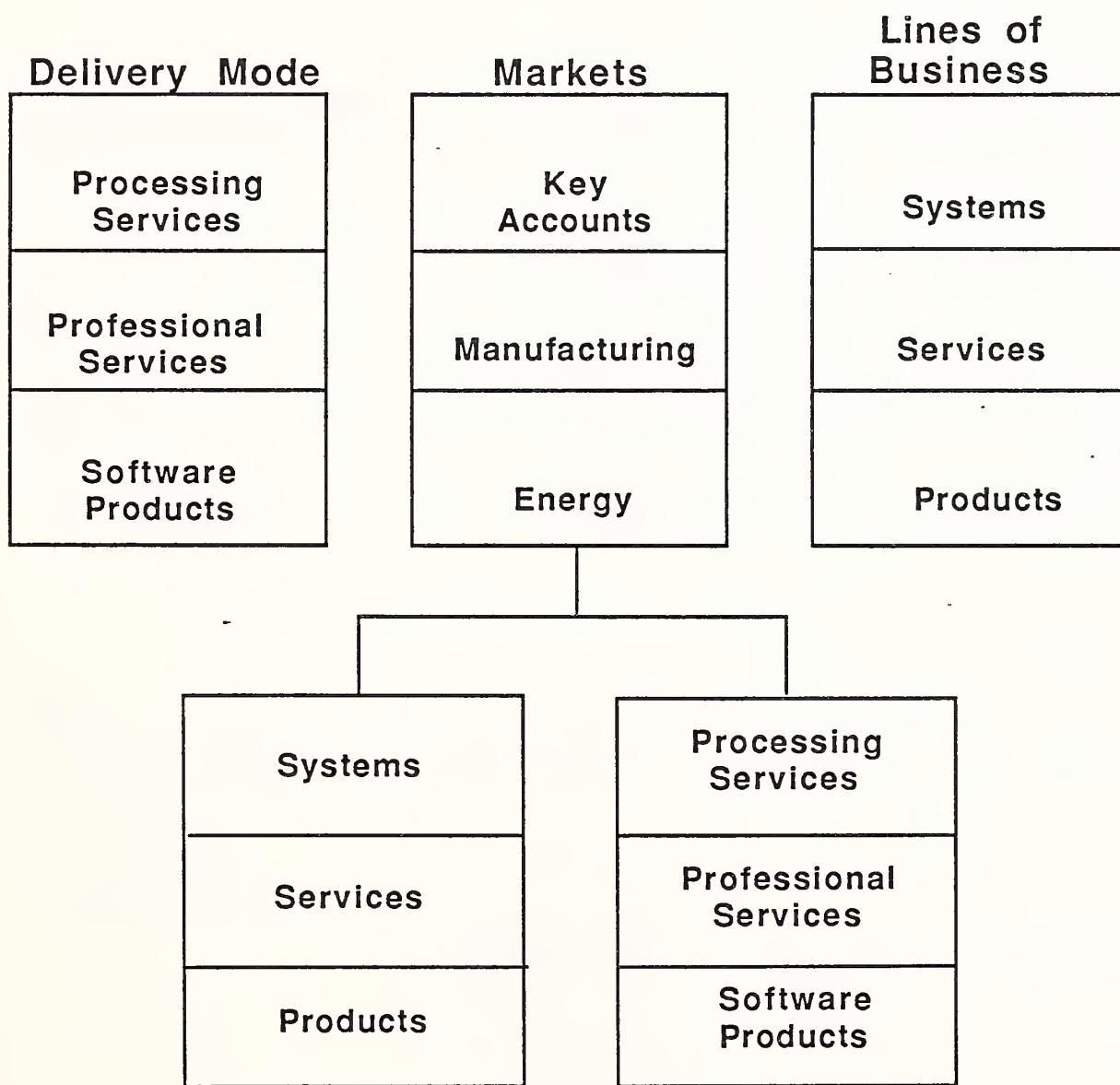


- Total Information Services Market
- ▨ Total Available Market
- ▨ Addressable Market
- ▨ Competitive Market
- ▨ Competitive Market Available

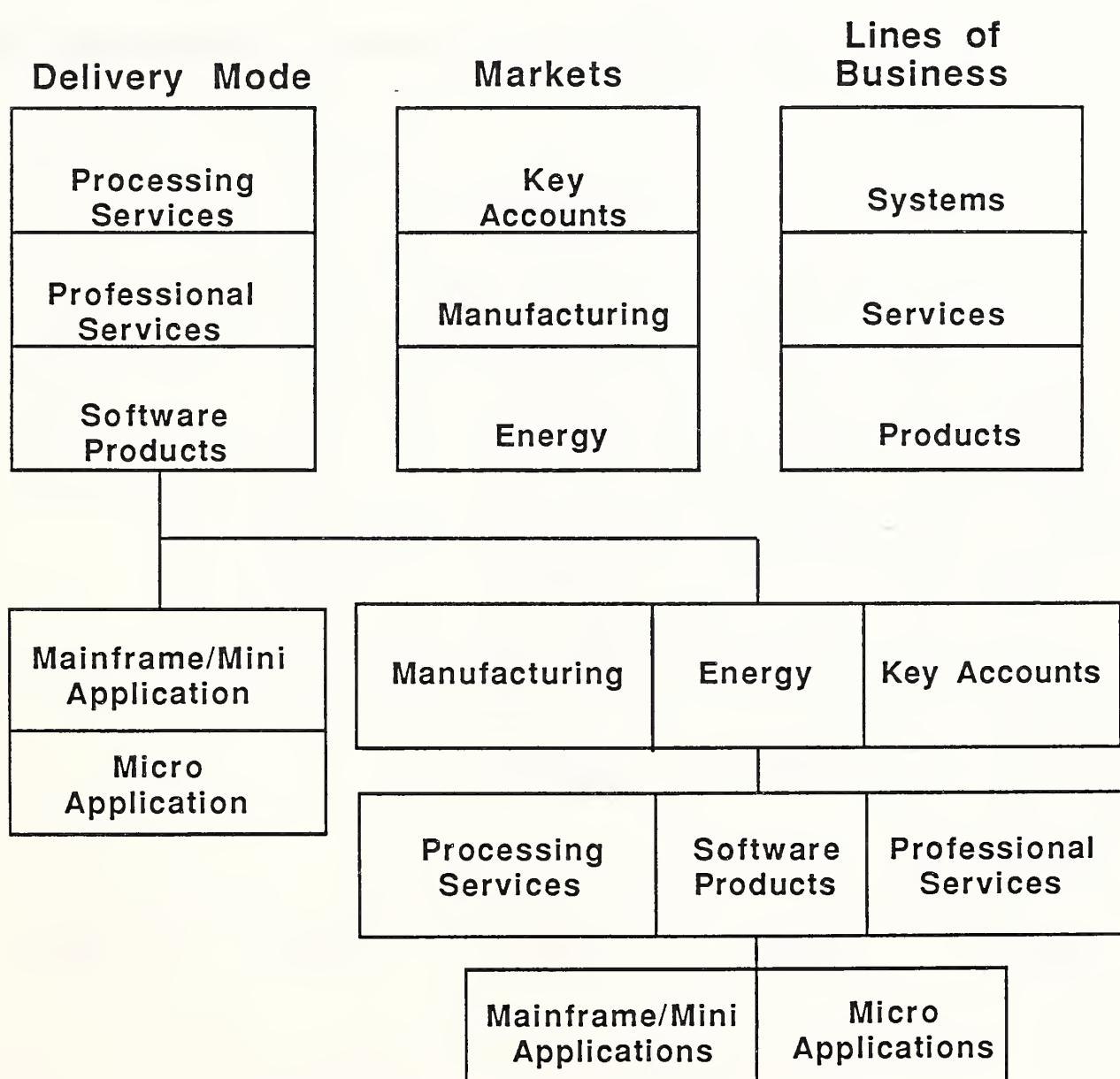
COMPETITIVE MARKET AVAILABLE BREAKDOWN STRUCTURE



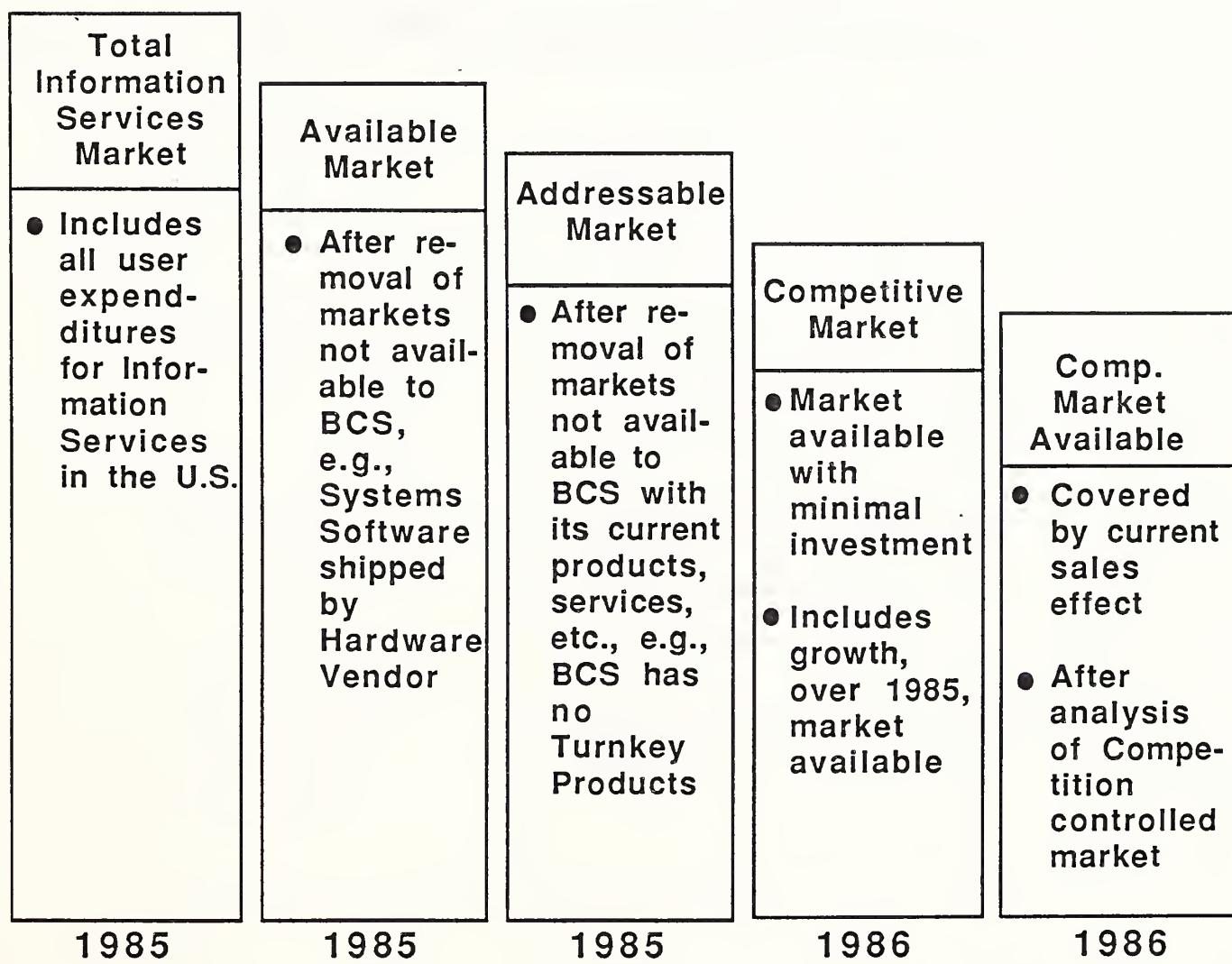
COMPETITIVE MARKET AVAILABLE BREAKDOWN STRUCTURE



COMPETITIVE MARKET AVAILABLE BREAKDOWN STRUCTURE



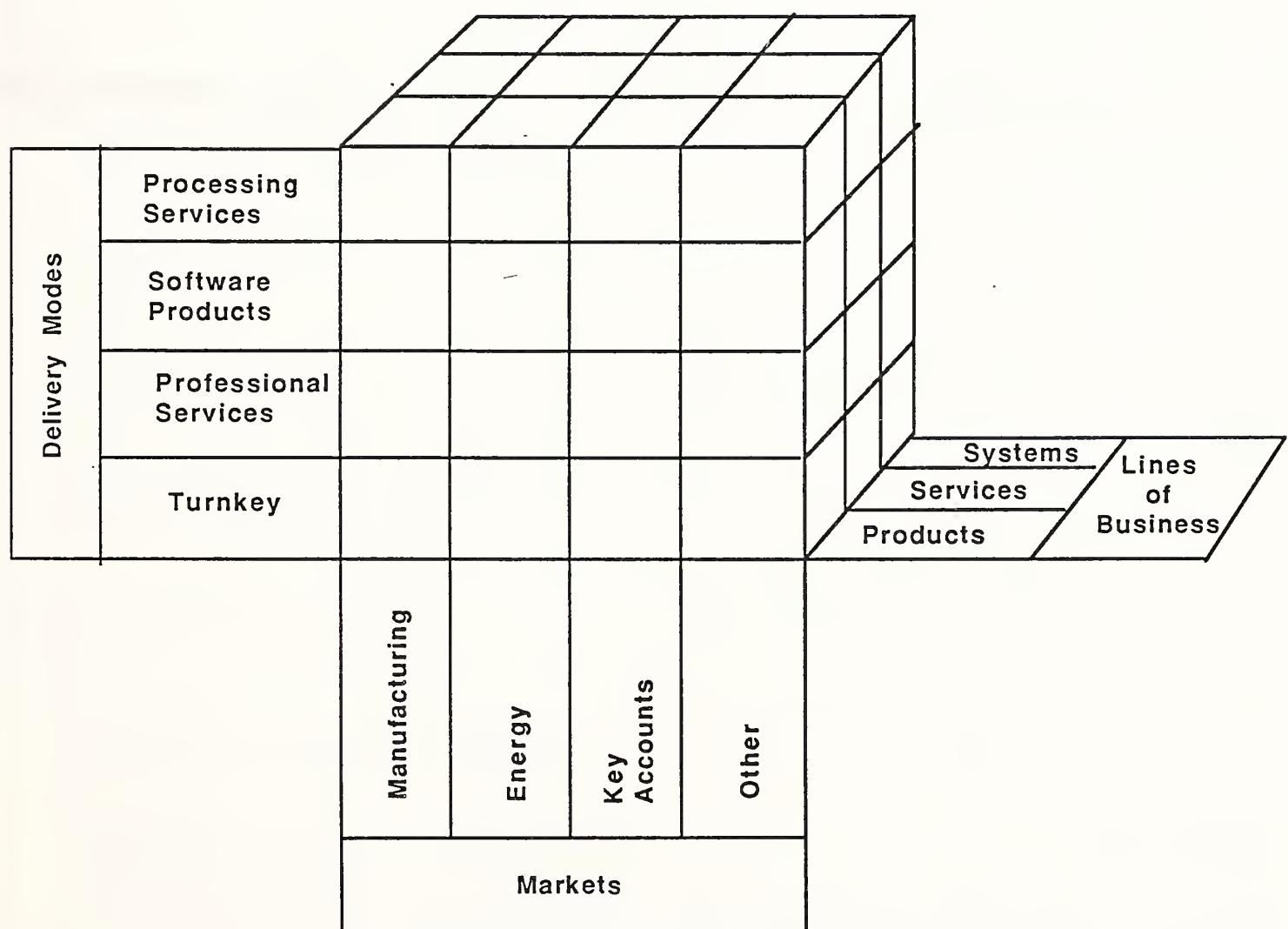
DEFINITION OF MARKET BREAKDOWN STRUCTURE



MARKET DECOMPOSITION FACTORS CREATE INTELLIGENCE SCREENS

ASSUMPTIONS	INTELLIGENCE SCREEN
AVAILABLE Systems Software from Hardware Vendor	Hardware vendor policies on systems software. New systems software vendors
ADDRESSABLE Turnkey Systems	Competition/Market for Turnkey Systems
COMPETITIVE Geographic Coverage	Competitive coverage. Key account locations vertical market distribution
COMPETITIVE AVAILABLE Competitor Controlled	Competitor contracts, pricing changes

MARKET SIZING MATRIX



PROJECT SCHEDULE 1986

A S O N D

PRESENT STRUCTURE

Commercial

Government

CMC

REFINE/STRUCTURE

Secondary A

Primary

PRESENT/INITIAL SIZING

REFINE DATA & APPROACH ^ ^

ENVIRONMENT FEEDBACK ^

